

Preventing What? Preventing How? Preventing Now!

Prevention Theory and Reality – Creating a Toolbox for Change

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COMPONENTS of THIS SESSION



Presentation

Jeopardy

Toolkit

JEOPARDY

**Risk & Protective
Factors
Statistics
Change
Prevention
Culture**



TOOLKIT



Articles on:

- Prevention
 - Models
 - Behavioral Health
 - ATOD
 - Other
- Cost Effectiveness
- Best Practices
- Culture
- Change

Internet Sites

Preventing What? Preventing How? Preventing Now!

Prevention Theory and Reality – Creating a Toolbox for Change



- This workshop covers the basic skills, knowledge, and tools needed to develop a culture of prevention. The presentation will utilize both a historic perspective and multidisciplinary research findings to explore the close alliance involving prevention, transformation and change. Using an interactive approach, participants will participate in activities that facilitate an understanding of prevention across mental health disciplines.
- Participants will learn: 1) strategic planning for creating a culture of prevention that includes theory and practice; 2) design and management strategies for effective change including specific ideas for weaving prevention into the essence of an organization; and 3) the potential tools for reducing barriers to engage others in embracing prevention.

Preventing What? Preventing How? Preventing Now!

Prevention Theory and Reality – Creating a Toolbox for Change

- Prevention

- Definition/Framework

- History of Prevention

- Models of Prevention

- ▲ Public Health Model
 - ▲ Risk & Protective Factors
 - ▲ Continuum of Health Care
 - ▲ Community Mobilization

- DMH & Prevention

- ▲ Transformation & Prevention

- ▲ Current DMH Prevention

- Prevention as Culture

- ▲ Definition of Culture
 - ▲ Changing community norms/culture

- Change as a Process

- ▲ Strategies for Change

- Go Forth & Prevent!

- Contact Information

Prevention



Prevention is an active, assertive process of creating conditions and personal attributes that promote the well-being of people.

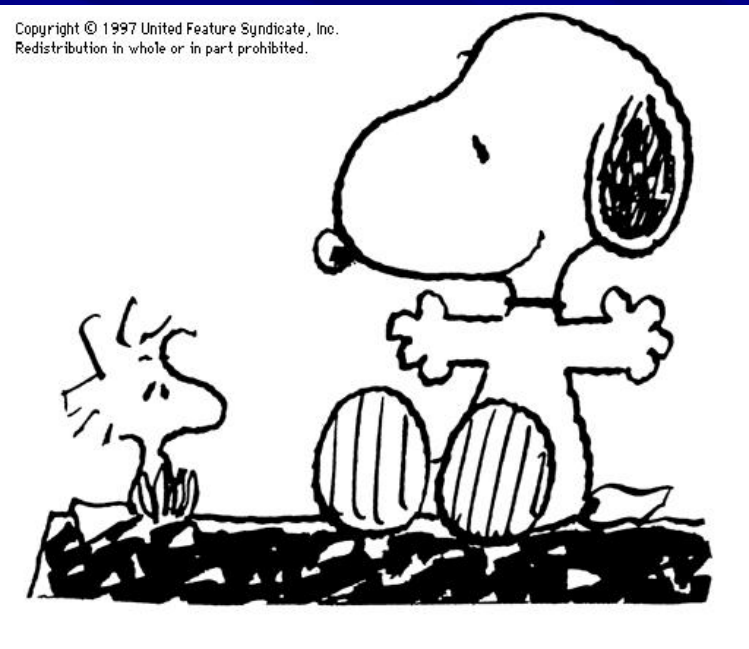
(William Loftquist, *Discovering the Meaning of Prevention.*)

Prevention Framework

- Health/mental health is more than healthcare or the absence of injury or disease
- The environment in which we live/work profoundly shapes our health and well-being
- Injury and disease are not inevitable; they have root causes that can be addressed
- Prevention requires commitment and dedication
- Prevention offers hope by saving lives, money, and misery

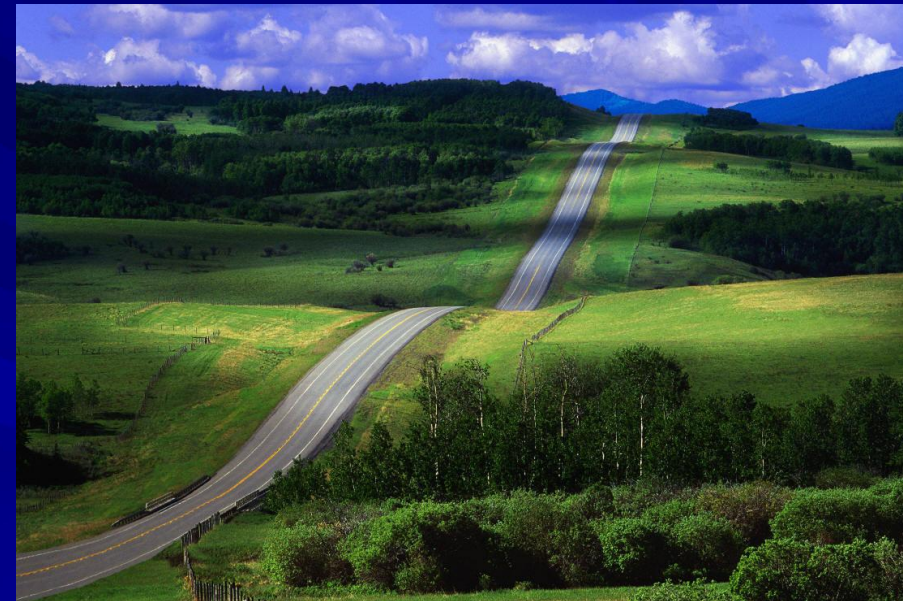
Prevention ...

- Saves money
- Has the attention of decision makers
- Is proactive
- Is effective
- Is everybody's business
- Inspires change



Prevention has changed in the last 20 years...

- It has become evidence based
- The concept has become understandable
- Funding has increased
- It is “popular”



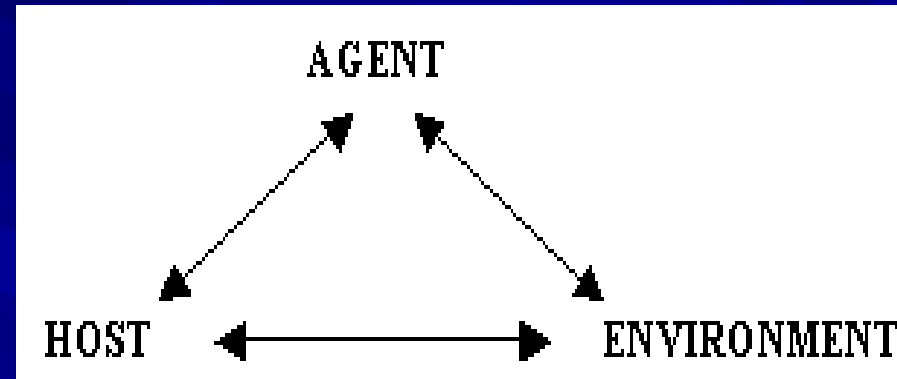
The Public Health Model



- Define the problem using data
- Identify potential causes through analyses of risk and protective factors
- Design, develop, and evaluate interventions;
- Disseminate successful models as part of education and outreach.

Public Health Model of Prevention

- Agent – alcohol/drugs
- Host – individual/population
- Environment – context, family, system



Environmental Management

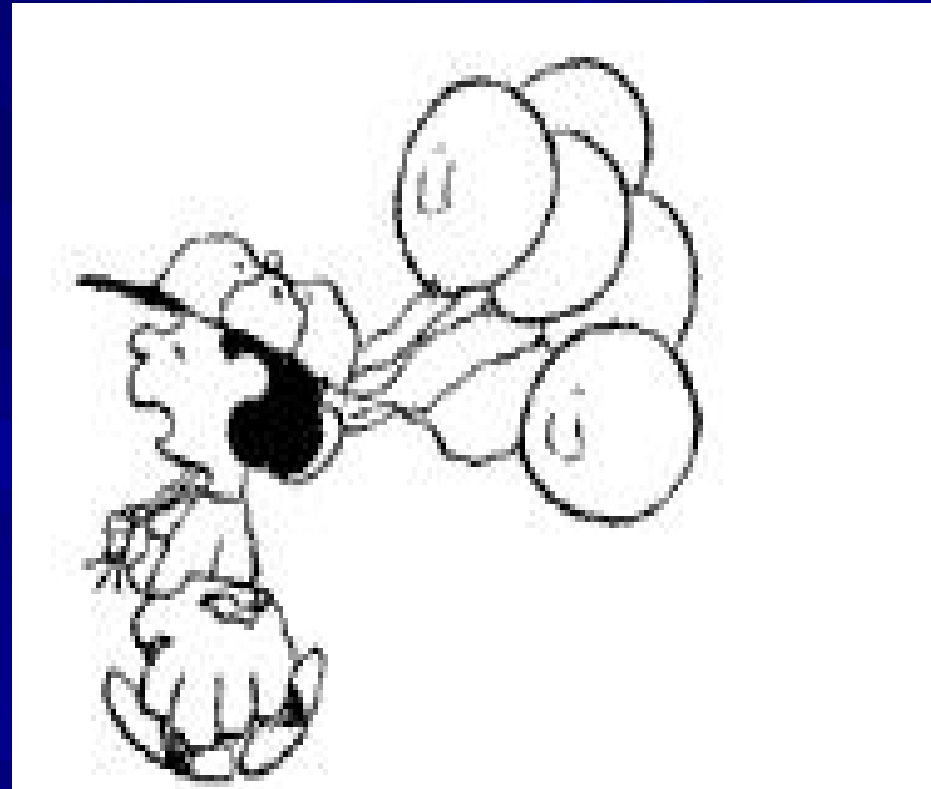
Strategic Prevention Framework

- ▣ Assessment
- ▣ Capacity
- ▣ Planning
- ▣ Implementation
- ▣ Evaluation

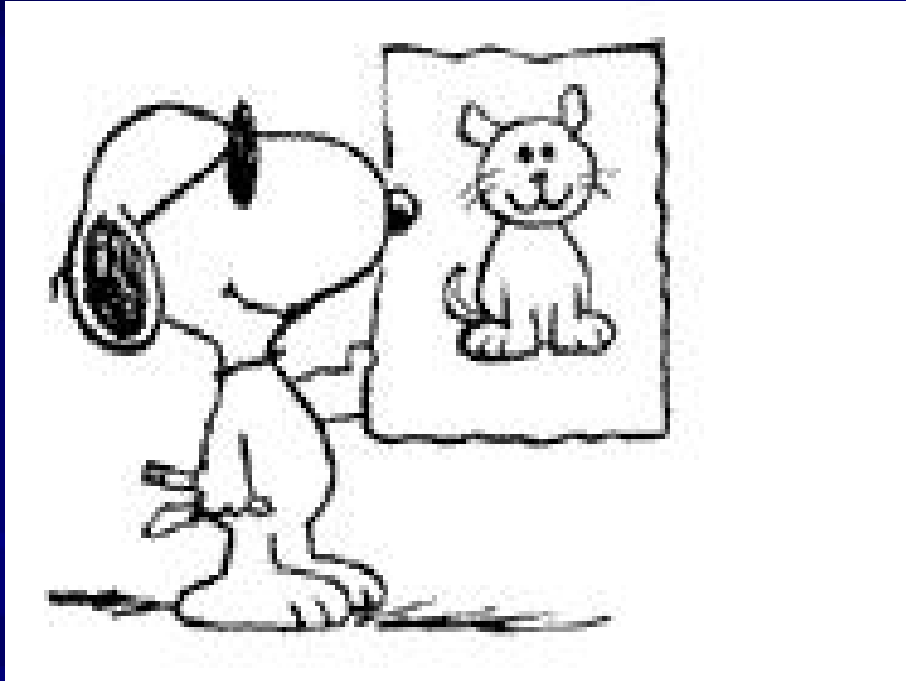


The Environmental Management Model

is based on research showing that the decisions people make about substance use are largely shaped by physical, socioeconomic, and legal factors in the environment.



Components of Environmental Management Prevention Model



Intentional organizing
Media Advocacy
**Applied data &
Research**
Policy
Enforcement

Primary Prevention



using individual
and community
change to keep
“bad” things from
developing

Secondary Prevention

keeping the “bad”
situation from
getting worse or
recurring

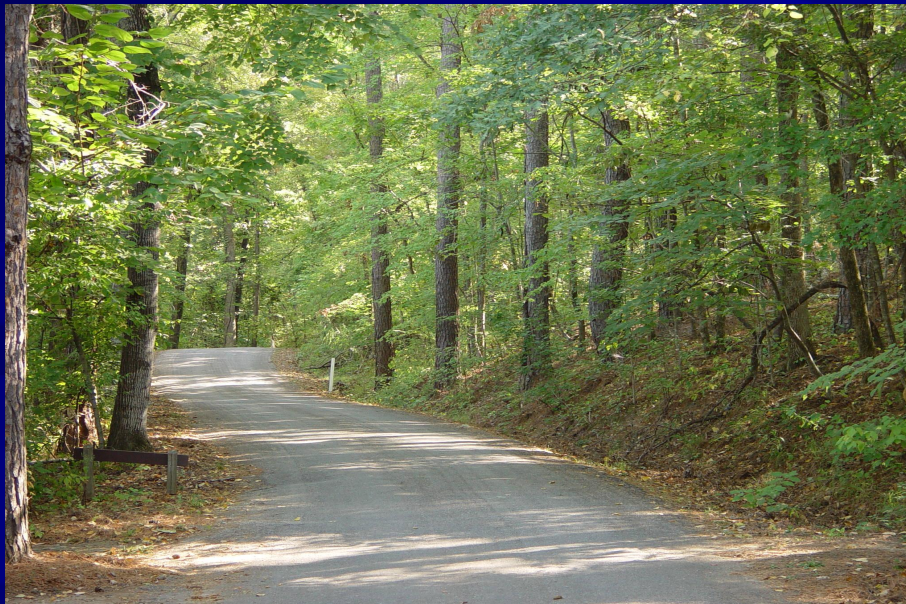


Tertiary Prevention...



moving forward
despite the “bad”
situation

Risk and Protective Factors



The concepts of risk and protective factors (risk reduction, and enhancement of protective factors) are central to many prevention programs.

Risk Factors



Risk factors are not static. They can change in relation to a developmental phase or a new stressor in one's life, and they can reside within the individual, family, community, or institutions. Some risks such as gender and family history are fixed; that is, they are not malleable to change. Other risk factors such as lack of social support, inability to read, and exposure to bullying can be altered by strategic and potent interventions.

Risk Factors



Risk factors are not static.

They can change in relation to a developmental phase or a new stressor in one's life.

Some risks such as gender and family history are fixed.

Other risk factors such as lack of social support or inability to read, can be altered by strategic and potent interventions.

Risk Factors

Risk factors that are common to many disorders include individual factors such as neurophysiological deficits, difficult temperament, chronic physical illness, and below-average intelligence; family factors such as severe marital discord, social disadvantage, overcrowding or large family size, paternal criminality, maternal mental disorder, and admission into foster care; and community factors such as living in an area with a high rate of disorganization and inadequate schools.



Risk Factors

Risk factors include:

- individual factors
- family factors
- community factors



Protective Factors

Protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families. These attributes serve as buffers, helping parents to find resources, supports, or coping strategies that allow them to parent effectively, even under stress.



Protective Factors

**Protective factors
increase the
health and well-
being of children
and families.**



Resiliency



The construct of “resilience” is related to the concept of protective factors, but it focuses more on the ability of a single individual to withstand chronic stress or recover from traumatic life events.

Resiliency



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Risk and Protective Factors

Risk Factors	Domain	Protective Factors
Early Aggressive Behavior	Individual	Self-Control
Lack of Parental Supervision	Family	Parental Monitoring
Substance Abuse	Peer	Academic Competence
Drug Availability	School	Anti-drug Use Policies
Poverty	Community	Strong Neighborhood Attachment

Continuum of Health Care Model



Behavioral disorders are less distinct in a clinical setting than physical illnesses

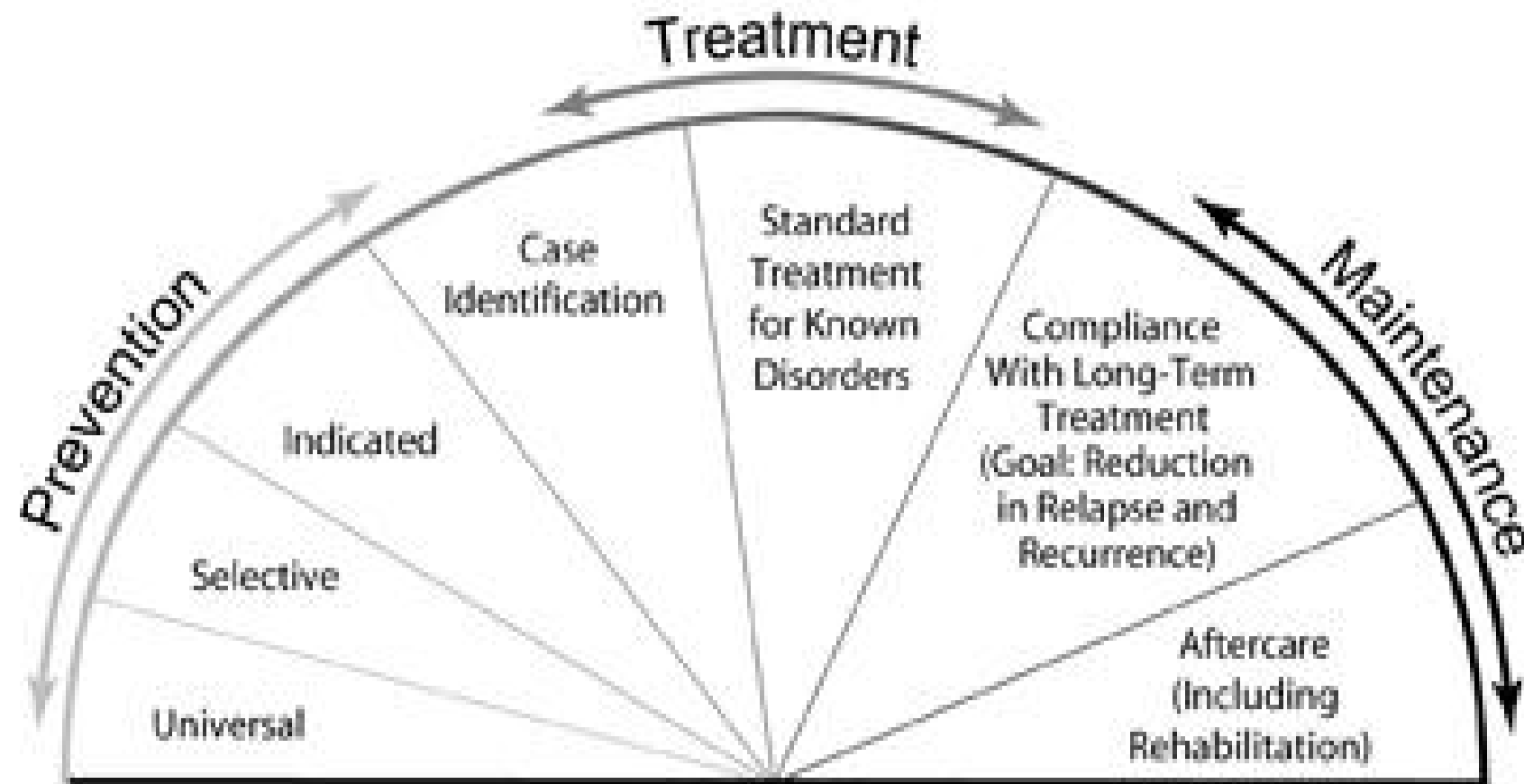
Identifying risk factors and detecting early disease often accomplished via family interviews

Continuum of Health Care Model

- Covers the full range of preventive, treatment, and maintenance services
- Most appropriate for behavioral health prevention



Continuum of Health Care



Continuum of Health Care Model



Prevention:

- Universal
- Selective
- Indicated

Universal

Pregnant women and adolescents screened for use of tobacco, alcohol, and illicit drugs. All adults screened for depression across the lifespan.



Selective



Targeted: ▣ Intensive case management, outreach, and home visitation services for selected families

▣ Supplemental educational services for selected infants and preschool children born to mothers with mental retardation

▣ Psychoeducation for patients with somatization

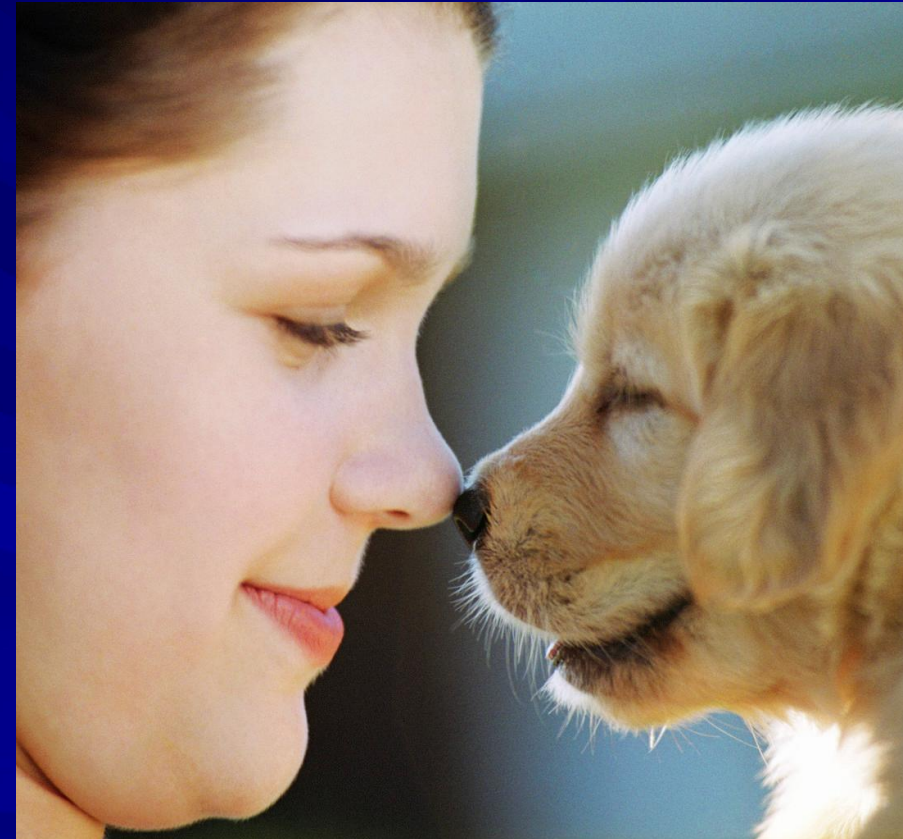
General: • Psychoeducation and related services for patients with chronic disease

• Psychoeducation for patients scheduled for surgical procedures

Indicated

Prevention strategies are for individuals with a higher probability of developing a disease. Strategies provide an intensive level of service.

Case management and intensive in-home assessment, health education, and counseling are examples of indicated interventions.



Effective Preventive Interventions Under Managed Care

- Prenatal and infancy home visits
- Targeted cessation education and counseling for smokers—especially those who are pregnant
- Targeted short-term mental health therapy
- Self-care education for adults
- Presurgical educational intervention with adults
- Brief counseling and advice to reduce alcohol use



So What Is Prevention?

- “To *prevent* ” literally means “to keep something from happening.”
- The term *prevention* is often reserved for those interventions that occur *before* the initial onset of the disorder.
- An *operational definition of prevention* includes the promotion of constructive lifestyles and norms that discourage harmful choices while promoting healthy choices.



So What Is Prevention?

- keep something from happening
- usually reserved for those interventions that occur *before* the initial onset of the disorder
- promote constructive lifestyles and norms that discourage harmful choices



Prevention



We need a systematic approach to prevention that synthesizes and strengthens knowledge from multiple disciplines, and emphasizes primary prevention as key in addressing major societal concerns.

Prevention



Be systematic.

Involve all disciplines.

**Address social
concerns.**

The Reality of Prevention



Improvements in a community's climate, systems of care, and quality of life are sustained only if the people who live in the community are actively involved in the change process.

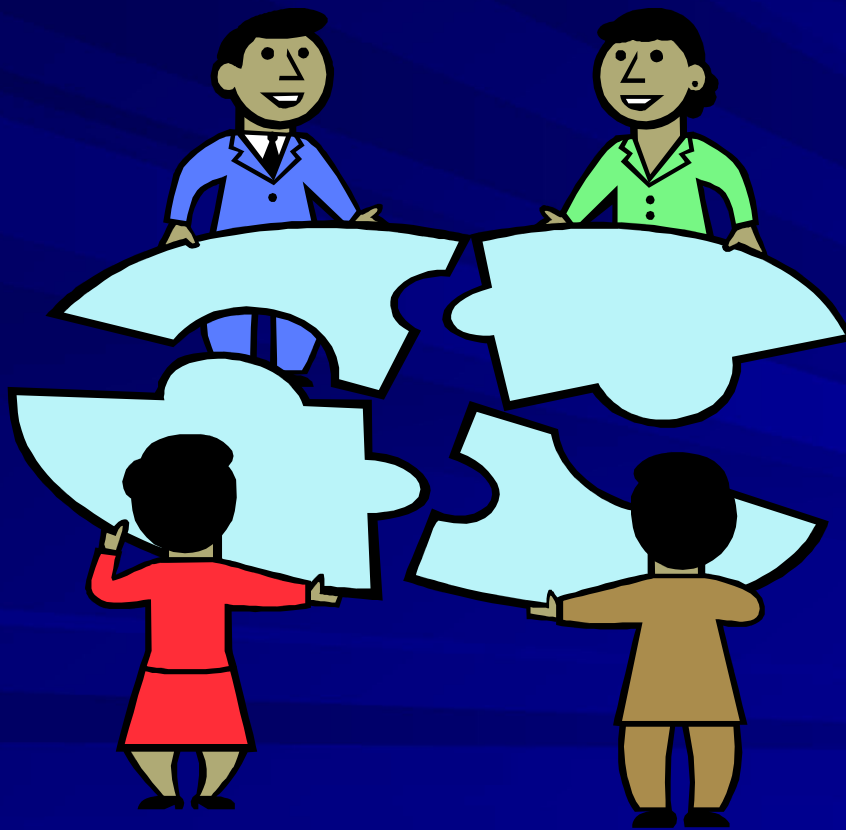
Prevention must give a special emphasis to community mobilization for community wellness by inviting and involving the different sectors of the community as partners in prevention programming.

The Reality of Prevention



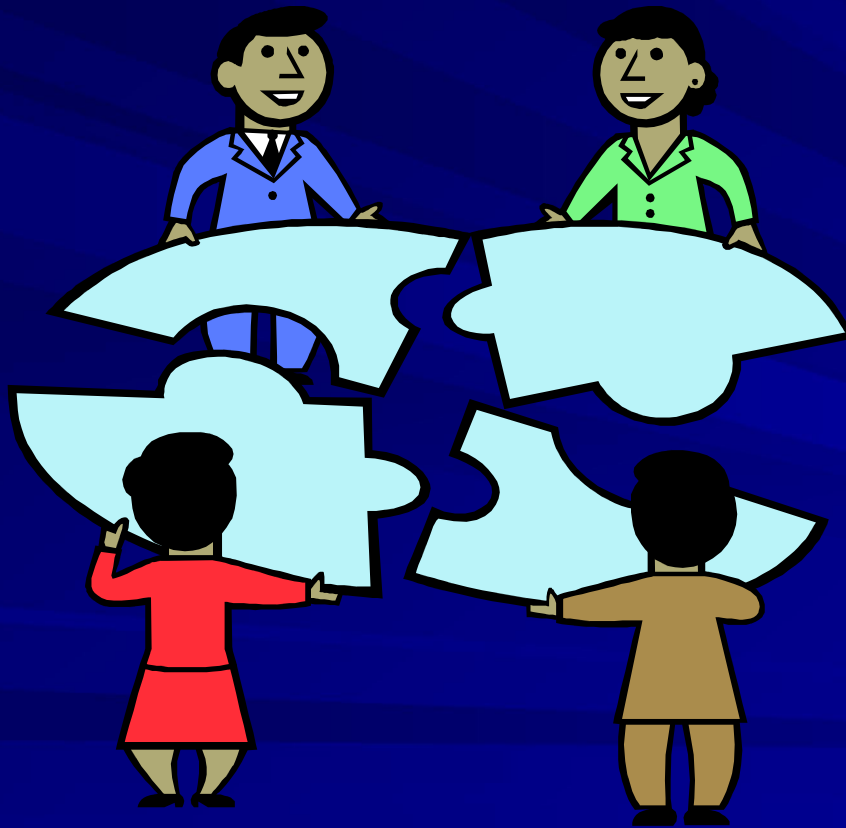
Prevention works best when those impacted are part of the change process.

Prevention Planning, Prevention Programming ...



is not a “delivery to” or a “do to,” it is an “involvement of” all members of the community. Each person has a role in prevention, and in building the capacity in individuals, families, organizations, and communities to improve and sustain health and wellness.

Prevention Planning, Prevention Programming ...



**Each person has a
role in prevention.**

Effective prevention efforts are grounded in a community empowerment approach which:

- Identifies the population by health issues and community concerns
- Involves natural helping networks
- Emphasizes integration and cooperation
- Recognizes and values ethnic and cultural differences
- Develops positive interactions
- Utilizes needs-driven/data-oriented goal setting



DMH and PREVENTION



**In statute,
prevention is
listed as the
first mandate
for DMH ...**

The Missouri Department of Mental Health

- **The Missouri Department of Mental Health was established July 1, 1974.**
- **State law provides three principal missions for the department: (1) the prevention of mental disorders, developmental disabilities, substance abuse, and compulsive gambling; (2) the treatment, habilitation, and rehabilitation of Missourians who have those conditions; and (3) the improvement of public understanding and attitudes about mental disorders, developmental disabilities, substance abuse, and compulsive gambling.**

Is There Prevention Within DMH now?

YES!



Prevention now ...

- Community Coalitions
- Regional Support Centers
- Missouri SPIRIT (School-based Initiative)
- Community-based Services
- Statewide Training and Resource Center
- SPF-SIG
- Preventing relapse
- Suicide prevention
- Procovery
- Use of medication
- Personal Care Plans
- Anti-stigma campaigns
- Programs to strengthen family function
- Targeting FAS/FAE
- Respite care
- Early intervention programming
- Transformation Initiative
- Car seats and bike helmets
- PKU newborn screening and dietary treatment
- Removal of lead from the environment
- Immunizations for measles
- Comprehensive prenatal care

So What's the Problem?

- The data indicates trouble
- Trouble with our kids
- Trouble with our families
- Trouble with our communities

*Weave strategies
so they are mutually
reinforcing.*



Create a Culture of Prevention



What is Culture?

- The “way we do things here”
- A powerful, often unconscious set of forces that determines individual and collective behaviors, thought patterns and values



Culture is ...



Shared assumptions (referred to as norms) are the essence of culture. Norms are essentially invisible.

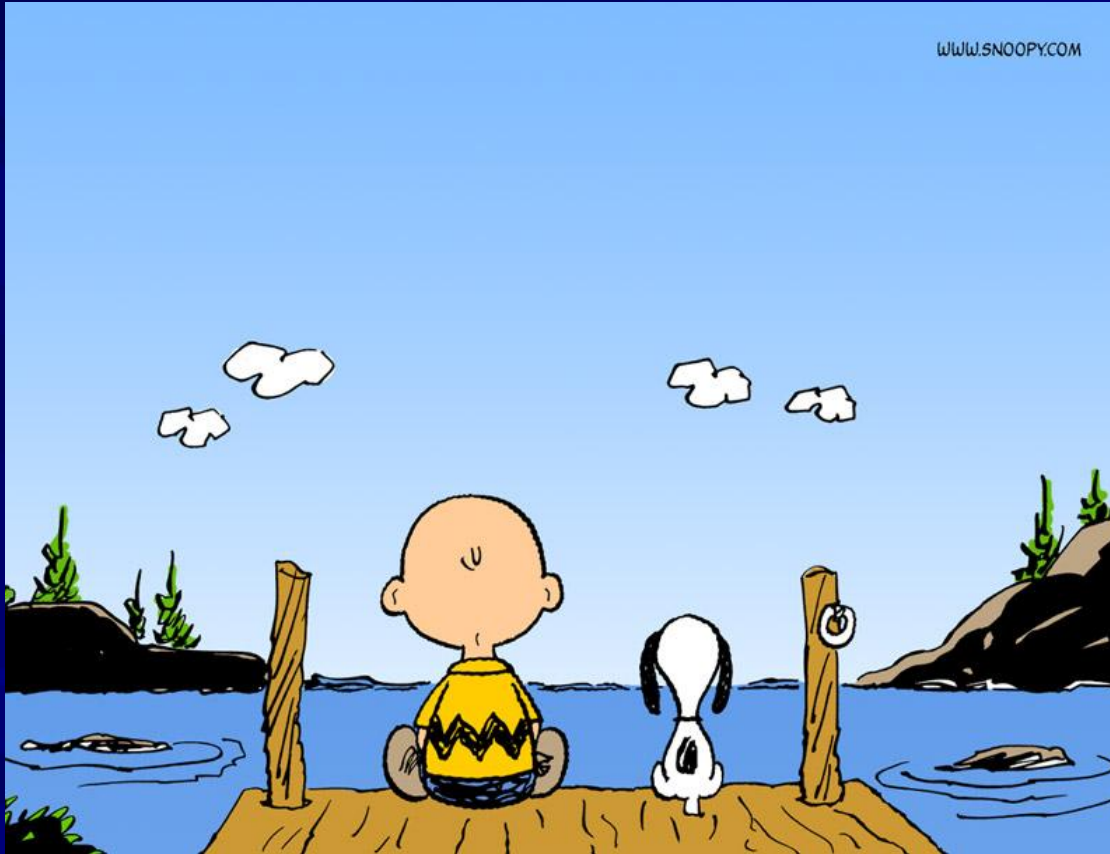
To understand them, one must think about the history of the organization, and who initially imposed their beliefs, values and assumptions on the people who work there.

Culture is ...



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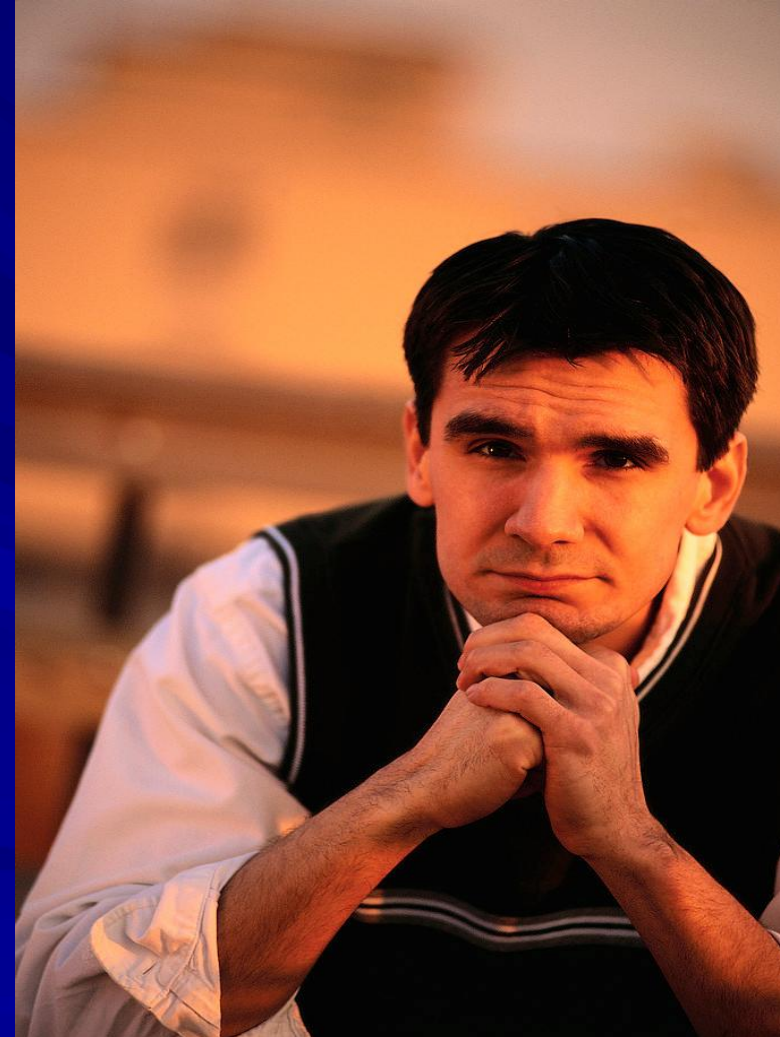
What is a Culture of Prevention?



The creation of community-wide conditions that can transform conflict, pain, and illness while supporting peace, growth, positive choices, wholeness, and the well being of people.

Changing Community Norms

- How feasible is it to change the norms of a community?
- Change! Change! Change! Change!



Community Norms Do Change!

	1950-1965	1970-1985	1998-Present
Norms	Smoking is “cool.” Cigarettes are good; no need to worry.	Less tolerance for smoking; Smoking is dangerous to smokers.	Smoking is considered dangerous to others as well as the smoker. Smoking is the single greatest threat to the health of our nation.
Availability	Cigarettes are everywhere and inexpensive.	Cigarettes are not on display. Cigarettes are not offered.	Cigarettes are expensive. Tobacco availability and use frequently restricted to limited areas.
Regulations	Smokey the Bear.	“No Smoking Areas” Fines for smoking.	No smoking areas, <i>period</i> . Smoke-free restaurants, parks, cities.

Change is a Process

- Stage 1: Knowledge
- Stage 2: Persuasion
- Stage 3: Decision
- Stage 4:
Implementation
- Stage 5:
Confirmation



The Change Process

■ Unfreezing

■ Change

■ Refreezing



Prepare Yourself to Lead Change



- Be brutally honest about where you are
- Bring 20/20 foresight to where you want to go
- Focus relentlessly on things that move you forward
- Never lose sight of the big picture

Managing Change



- Instituting change in a methodical way
- Managing the response to change over which we have little control (legislation, action of competitors, shifting economic tides)

Strategies for Effective Change

- Build new relationships
- Discuss & deliberate
- Develop shared visions and goals
- Foster social capital
- Participation & diversity
- Determine leadership
- Identify resources
- Set boundaries
- Draw on examples of others
- Adopt change mindset



Again: How do we manage change?



- Jump right in
- Have a clear sense of purpose
- Build a team
- Flat organizational structure
- Pick people with skills and high energy
- Toss out rule book

Again: How do we manage change?



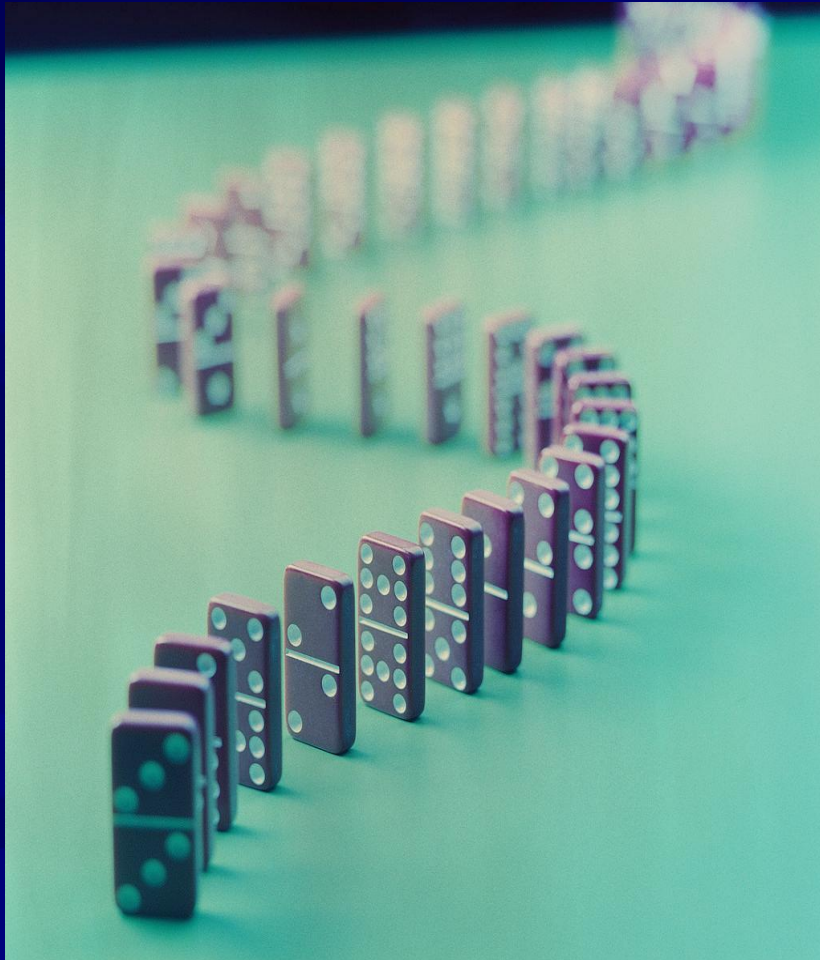
- Jump right in
- Have a clear sense of purpose
- Build a team
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- Pick people with skills and high energy
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One More Time: How do we manage change?



- Action / feedback
- Be flexible
- Everything is temporary
- Ask for volunteers
- Give the team what they want (except for authority)
- Keep communication barriers low

Changing Community Norms

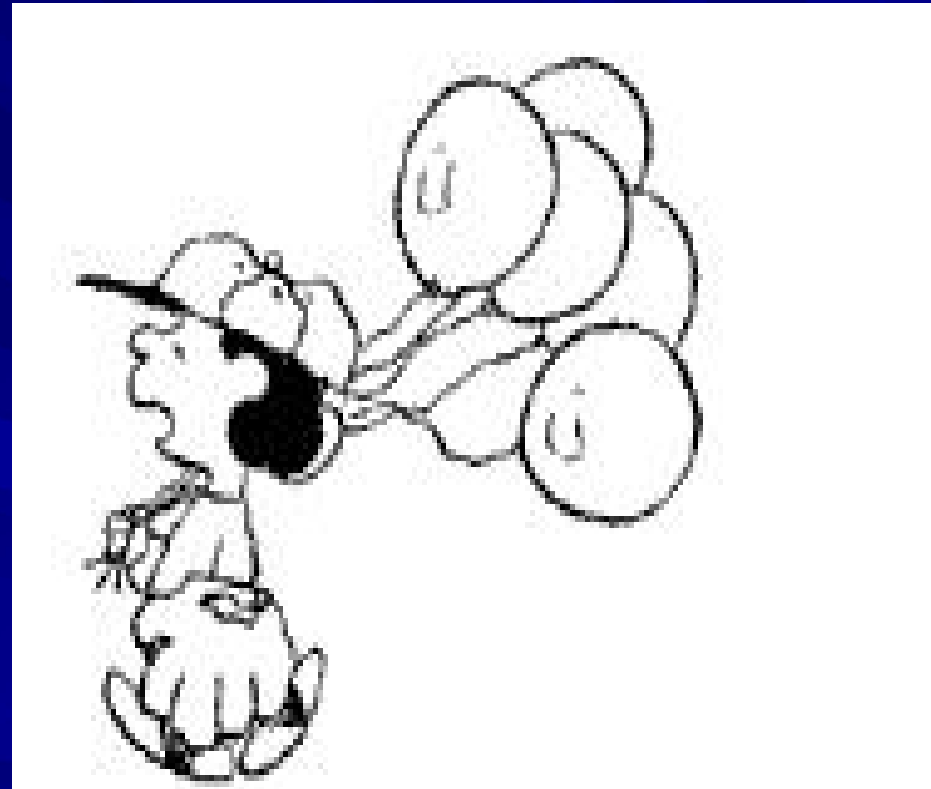


Diffusion of Innovation Model

1. **Communication Channels**
2. **Opinion Leaders**
3. **Time and Process**

The Environmental Management Model

is based on research showing that the decisions people make about substance use are largely shaped by physical, socioeconomic, and legal factors in the environment.



Components of Environmental Management Prevention Model



Intentional organizing
Media Advocacy
**Applied data &
Research**
Policy
Enforcement

Go Forth and Prevent!

- Know your stuff
- Use your toolkit
- Be clear
- Maintain humor
- Be passionate!



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